

1293 Laurel Lick Rd | Sevierville, TN

# Control the Asset. Scale the Income.

Proven short-term rental performance paired with a defined path to scalable cabin development in one of the most active tourism corridors in the United States.



**S.C.A.L.E.**

STRATEGY | CLIENT ADVOCACY | AUTHORITY | LEVERAGE | EXECUTION



BROKERED BY

## Operational STR Asset

Income in place

~ 24 + acres

Expansion capacity

**\$100K+ Annual Revenue**

Proven performance

**Identified Expansion Zones**

Scalable buildout

**Partially De-Risked Entry**

Some Infrastructure + access in place

Offered by  
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# Execution Strategy | From Income to Scale

Acquire a performing STR asset and execute a phased expansion strategy designed to convert existing demand into scalable revenue.

## 1 | Income Is Already Proven

Immediate revenue reduces entry risk

## 2 | Demand Is Structural

Positioned within a top-tier tourism corridor

## 3 | The Site Is Build-Ready

Access, layout, and improvements support expansion



Positioned Within Proven STR Corridor

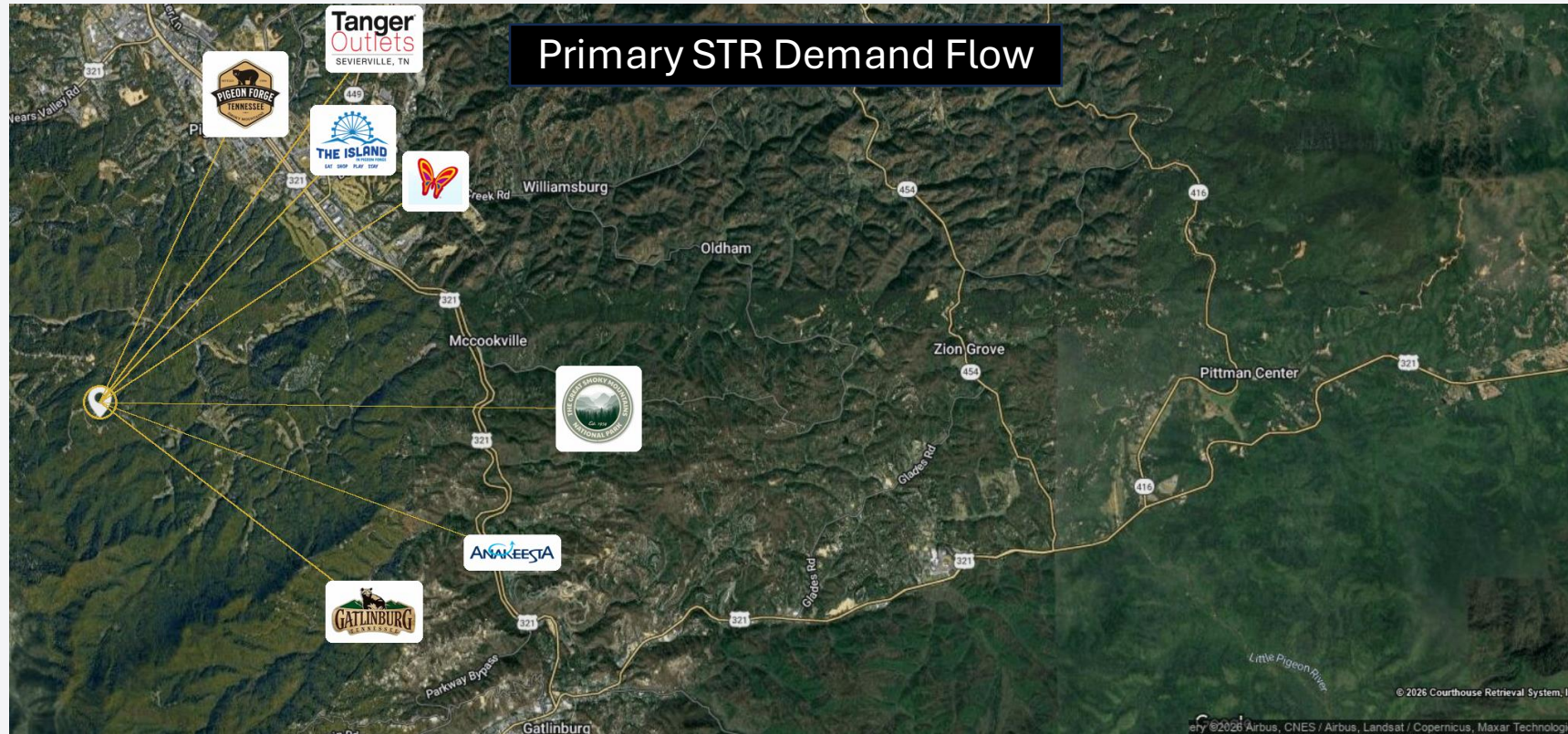
## Strategic Deployment

### Execution Framework

- Phased STR expansion aligned with existing access and infrastructure
- Compact, high-yield cabin product outperforming large-format inventory
- Amenity-driven positioning designed for premium ADR and repeat bookings
- Staged capital deployment enabling scalable portfolio growth

# Location That Converts Demand Into Revenue

Access the demand. Avoid the congestion.



## Position Within the Corridor

Direct access to Pigeon Forge and Gatlinburg demand without Parkway congestion

## Surrounded by Demand Drivers

Dollywood, The Island, Anakeesta, Tanger and GSMNP drive consistent booking velocity

## Why This Location Wins

Positioned inside a high-conversion tourism corridor, not outside of it

## Infrastructure Advantage

Existing access and frontage enable immediate expansion without redevelopment friction

# Pigeon Forge: Where Tourism Converts to Cash Flow

One of the most consistent STR demand engines in the Southeast.



## ~9M Annual Visitors

Sustained demand volume

## 80+ Attractions

Continuous demand drivers

## High Booking Velocity

One of the most active STR markets in the Southeast

## Year-Round Occupancy

Consistent booking demand across all seasons

## Ongoing Capital Investment

Dollywood's \$50M+ NightFlight expansion reinforces long-term demand growth and continued reinvestment into the corridor

## Direct Impact to 1293 Laurel Lick

This demand engine directly translates into occupancy, ADR, and scalable revenue for 1293 Laurel Lick.

# Gatlinburg: The National Park Demand Engine

Gateway to the most visited national park in the U.S., driving consistent, experience-based demand into the surrounding STR market.

## 12.2M Annual Visitors

#1 most visited national park in the U.S

## +20% Growth (10-Year)

Expanding visitation trend

## \$2B+ Annual Visitor Spend

Direct tourism-driven revenue

## \$2.8B cumulative local benefit

Regional demand engine

## Continued Investment

Anakeesta's \$100M expansion reinforces long-term visitation growth, adding new attractions and increasing repeat demand beginning in 2026.

## Direct Impact to 1293 Laurel Lick

This demand funnel supports premium pricing, consistent occupancy, and long-term STR performance at 1293 Laurel Lick.





# Execution Strategy | Phased STR + Amenity Expansion

Expansion is executed in phases to protect current income while scaling unit count and on-site revenue drivers.

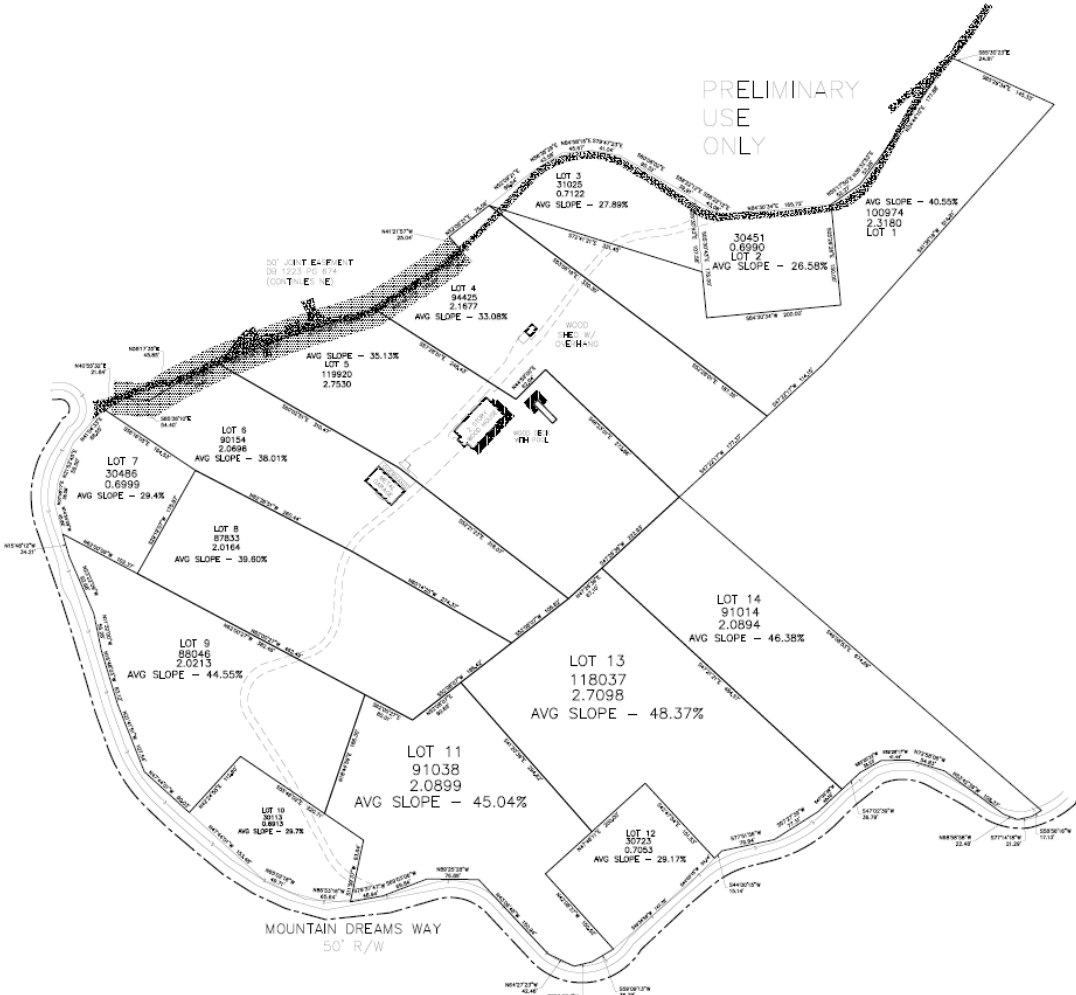
**This isn't a cabin deal  
It's a scalable land monetization strategy.**

**Phase 1 | Stabilize the flagship asset**  
Maintain uninterrupted STR income while preparing the site for phased expansion.

**Phase 2 | Deploy high-yield compact cabins**  
Strategically placed units maximize revenue per square foot while leveraging existing access and infrastructure.

**Phase 3 | Expand experiential revenue streams**  
Activate additional revenue channels through a potential wedding/event venue and expanded pond-side gathering areas—driving higher occupancy, premium pricing, and multi-day bookings.

**Maximized Site Yield Strategy**  
The property supports a phased build strategy that maximizes unit density, increases total sellable inventory, and enhances overall land value for resale or portfolio disposition.



Preliminary Site Plan – 13 Additional lots proposed.  
Fully engineered site may be able to produce a few more

# Preliminary Cabin Concept | Design Framework Included

Preliminary cabin concepts and plans are available with the acquisition—offering a head start on design while preserving full flexibility for a builder’s preferred product.

## Conceptual Only | Illustrative Design Direction



**22' x 22' | Efficient Footprint**  
Designed for scalable placement across varied terrain

**484 SF**  
Primary living level

**286 SF**  
Upper-level bedroom

**~770 SF Total | Compact Product**  
Conceptual total area

**Execution Advantage**  
Concept planning is already in place—allowing a developer to move faster into execution while maintaining flexibility to tailor the product for maximum yield and market fit.

# Proven Demand Drivers | On-Site Revenue Model

The existing asset demonstrates that guests pay for experience-driven stays—providing a proven blueprint for future unit design and positioning.

## High-Value Guest Targeting

Configured to capture larger group bookings, increasing total booking value and occupancy efficiency.

## Amenity-Driven Pricing Power

Outdoor features directly support higher nightly rates, repeat bookings, and premium positioning.

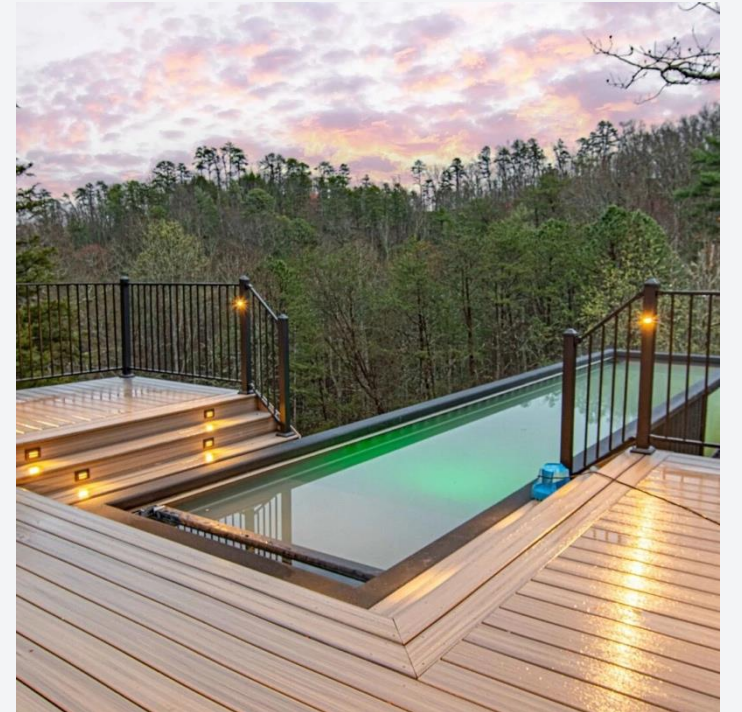
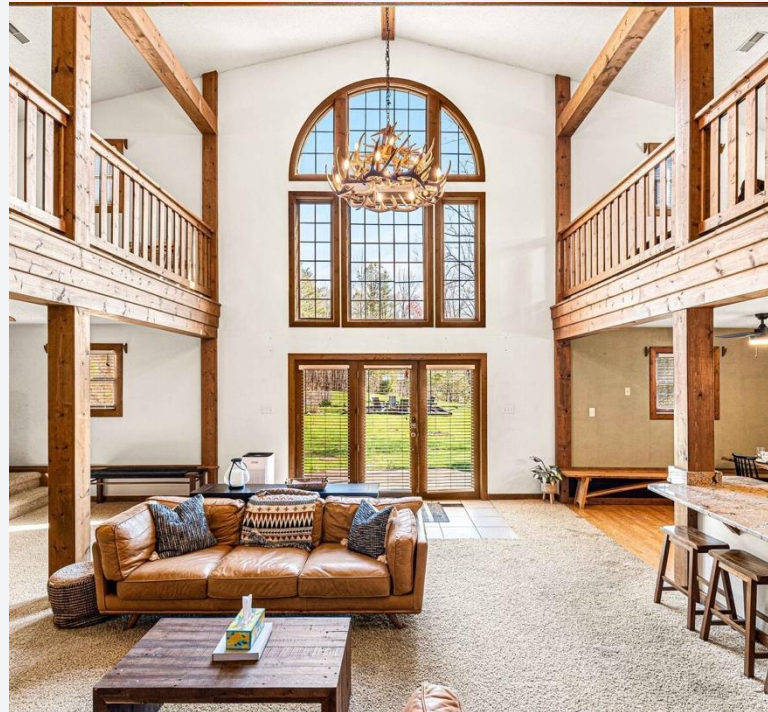
## Perceived Size = Pricing Advantage

Two-story volume creates a larger-feel experience without increasing build cost per square foot.

## Differentiation in a Competitive Market

Unique amenities like indoor pickleball create a clear competitive edge and booking preference.

## Existing Experience + Guest Appeal



# Investment Thesis | Ideal Buyer Profile

This is not a raw land play—it is an income-producing STR platform with a clear, executable path to scale.

## \$100K+ Proven Income (2-Year Performance)

In-place revenue validates demand and reduces acquisition risk

## ~24+ Acres | Scalable Site

New survey in progress with updated site plan—positioned to support phased expansion and optimized unit placement

## Expansion Path Identified

Configured for future unit growth with a clear path to increase key count, revenue density, and overall site value

## Ideal Acquisition Profile

Ideal for STR developers and builder-operators looking to acquire an income-producing asset with built-in expansion, reduced upfront friction, and multiple exit paths.

- Control an income-producing asset while expanding key count
- Enter with a defined product and execution path already in place
- Leverage proven \$100K+ annual unit performance to guide future development
- Deploy a compact, experience-driven cabin product designed for occupancy, ADR, and repeat bookings
- Capture demand from a \$3B+ tourism corridor anchored by Pigeon Forge and Gatlinburg
- Maximize land value through phased expansion, increasing total sellable inventory and exit optionality

## Why This Deal Works

An income-producing STR asset with a defined path to expansion, positioned within one of the strongest tourism corridors in the U.S. This opportunity combines immediate cash flow, scalable unit growth, and multiple exit strategies into a single execution-ready platform.

